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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2017/2018

### MEC7433 CONCEPTS & APPLICATIONS OF KNOWLEDGE MANAGEMENT

(All sections / Groups)

30 MAY 2018  
10.00 a.m. – 12.00 p.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages including cover page with 6 Questions only.
2. Answer **FOUR** out of **SIX** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the answer Booklet provided.

**Answer any FOUR (4) questions. All questions carry equal marks.**

**QUESTION 1**

- a) There are many definitions of Knowledge Management. Give your own definition which you think captures the essence of KM today.  
(8 marks)
- b) Explain the relationship between Data, Information and Knowledge with an illustration. Some people suggest KM should really be described as Information Management, what is your opinion?  
(12 marks)
- c) State five drivers of KM  
(5 marks)

**QUESTION 2**

- a) Pankaj Kumar, draws a distinction between “knowing” and knowledge. What is the point he is making?  
(5 marks)
- b) Fundamental to KM is the knowledge states of Tacit and Explicit knowledge. Explain the importance of each.  
(10 marks)
- c) Generation of knowledge and achieving “knowing” can be achieved by many means. Using either the SECI model or Action Cycle, illustrate the stages of knowledge generation.  
(10 marks)

**QUESTION 3**

- a) There are numerous tools to transfer knowledge in an organisation, but success depends on developing three important foundations. Describe these foundations.  
(5 marks)
- b) There are several circumstances when the transfer of knowledge is important to an organisation. They are usually broken down into types of situation where the knowledge can be used. Describe three situations of knowledge transfer.  
(5 marks)
- c) Drucker called this new period of economic development, the new digital economy, the Management Revolution, where the application of knowledge to work is the revolution of productivity.  
You have envisaged yourself a CEO giving advice to your senior management, what were the important messages?  
(15 marks)

**Continued...**

**QUESTION 4**

- a) KM 2.0 is the term used to describe the current situation where KM meets the demands on the business process. Describe the important characteristics of the business process (5 marks)
- b) Using the Knowledge Life Cycle Diagram, explain the following: (20 marks)
- Knowledge Processing
  - Knowledge Production
  - Knowledge Integration
  - Supply Side KM (Knowledge Sharing)

**QUESTION 5**

- a) What is a "Technology"? (3 marks)
- b) Illustrate the KM Technology Framework. (6 marks)
- c) Describe 8 (eight) KM Technologies Tools and their application (16 marks)

**QUESTION 6**

You have been appointed the knowledge manager for a medium sized manufacturing company of 800 employees with factories in three SEAsian countries, and worldwide product distribution. You have been asked by the CEO to produce a strategy to implement KM in all levels of the company.

State what you would want to implement from the standpoint of People, Processes and Technologies.

(25marks)

**End of Paper**